



The "John Kyle" camera. Thanks to the generous support of alumni like John Kyle, '67, the Swem Media Center continues to thrive and impact the teaching and learning community at W&M. This photo was taken in Havana Cuba, February 2009. In the viewfinder is Alina Rodriguez, an emerging video artist in Cuba. Students in the QEP/ Mellon New Media Workshop translated this interview which made its way to the Havana Film Festival in New York. (Challenge 1,3,4,5)



Yes, a former U.S. president used the word "strategy" at one point, and we'll give him props for such linguistic creativity. But, as many of you know, the College has embarked on an ambitious process of strategic planning. At a recent staff retreat, I asked SMC staff to review the strategic planning materials and to reflect on how we are (and aren't) actively engaging Swem's mission to support the 6 challenges. A fundamental question motivated this exercise: *How do we measure and assess our relevance to and impact on the teaching and learning community?* It was a very productive exercise and allowed us to frame some clear goals for the coming academic year. Through this exercise, we also began refining procedures, staff roles, responsibilities and expectations. So even though we've supported all sorts of courses this last academic year, in this edition of GROUND FLOOR, we will emphasize and probe ways in which we continue to re-calibrate our priorities, outreach and mission to *consciously* engage this important process. We've waited a bit too long to publish GROUND FLOOR, so this is the abbreviated edition. We hope you enjoy. Troy

"The best liberal education recognizes no boundaries. To truly integrate teaching and scholarship, we must support not only the traditional disciplines that are the foundation for our excellence, but also innovative inter- and intra-disciplinary efforts, recognizing that these, too, are vital to intellectual progress." (W&M strategic plan)

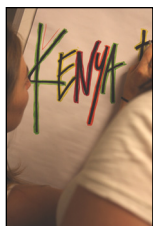
SIX CHALLENGES FROM W&M STRATEGIC PLAN

1. Be a leader among liberal arts universities.
2. Support a more fully diverse W&M community.
3. Develop an ever more engaging campus experience that inspires a lifelong commitment to W&M.
4. Develop and implement a business plan that maximizes revenue sources and ensures transparent resource allocation in support of College priorities and needs.
5. Provide the administrative resources and infrastructure required for a university in the 21st century.
6. Explain and promote W&M through a more effective communications structure and strategy.

HIP HOP IN SUB-SAHARAN AFRICA

PROFESSOR: SOPHIA SERGHI

Professor Sophia Serghi (Music) continues to surprise and amaze us. With "robust support" (a strategic planning phrase) from Swem Media Center, this freshman seminar, taught exclusively in Swem Media Center, invited us to take some of the college's big themes and situate them squarely in the



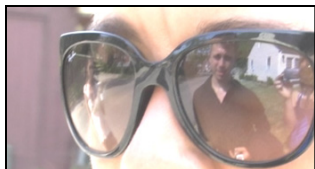
Ford classroom at Swem. When it came to remix culture and and the praxis of turntableism, we entered the classroom. And thanks to Troy's rekindled aspirations to be a DJ and an iPod filled with THE history of hip hop in the U.S., a new PA system, Kevin's most eclectic LP collection, and some low cost turntables and mixers that go digital, the class was a success. And if you were around the Media Center on a Tuesday or Thursday, yes, it got LOUD. (Challenge 1,2,3)

FRENCH CINEMA, PART 3

PROFESSOR: MARYSE FAUVEL

Once again, Professor Maryse Fauvel (Modern Languages/French) visits the Media Center for her

French Cinema Course . Film as literature gets the creative treatment in this course. With scripts, hand-drawn



storyboards, and a head full of Godard and Truffaut, these students met with Swem Media Center staff to make their short movies, to go from paper to screen. It certainly helps that Kevin and Randall are graduates of the Film Studies program at W&M so that 400 Blows and Teen Wolf can be in the same conversation. (Challenge 1,3)

SWEM LIBRARY'S FIRST ARTIST-IN-RESIDENCE

Swem Media Center is pleased to announce the arrival of Aram Vidal (June 3 - July 19), a Cuban audio-visual artist, as our first ever artist in residence. Mr. Vidal will be visiting us from Mexico where he is currently in graduate school and has



chosen William & Mary as the U.S. university to continue his studies and creative pursuits. (this is his first visit to the U.S.) Mr. Vidal is an accomplished media artist and

scholar. His documentaries have won international awards and critical acclaim. For the last several years he's been working on a documentary trilogy. The first looked at the plight of young artists in a Cuba where state support for filmmaking is dwindling; the second (recently subtitled by students in the NEW MEDIA WORKSHOP), examines the life of Cuban exiles living in Mexico. His third documentary will explore the Cuban exile community in the U.S. While at W&M, Mr. Vidal will also be teaming up with students on an experimental video, and meeting with faculty in a number of departments and programs.

Oh, and did we mention this guy is incredibly handsome? Please help us welcome Mr. Vidal to the U.S. and the W&M Tribe!

Many thanks to the QEP/Mellon initiative and Joel Schwartz, Reves Center Faculty Fellow in International Student-Faculty Research initiative and Laurie Koloski, Reves International Students and Scholars and Steven Sechrist, Swem Library and Connie McCarthy, the Dept. of Modern Languages and Literatures and Ron St. Onge, and Film Studies and Arthur Knight.

(Challenge 1, 2, 3)

OUR HEADS ARE IN THE CLOUD

Swem Media Center for some time now has been using a cluster of technologies to manage operations and communications more efficiently.

GOOGLE DOCS

For collaborative writing and saving paper, Google Docs is the way to go. We are able to create spreadsheets, word processing docs and, when ready, publish or embed them in existing web pages. Google Docs now offers general file storage, and for \$5/year we get an extra 20GB!

GOOGLE VOICE

We've used google voice for over a year now. For our service desk number and for our office numbers. We give out our google voice numbers whenever possible and calls or texts we receive can be forwarded to our offices or our personal cell phones and messages can be reviewed online and forwarded as necessary.

GMAIL

All staff in the MC have their W&M email forwarded to GMAIL. We have the MC email account forwarded to GMAIL as well. Because we regularly send and receive large media files, the College's storage quota is inadequate for us. With GMAIL, we are able to save ALL of our messages. (and more!)

FlickR

Swem Media Center maintains a "Pro" Flickr account to store an unlimited number of high resolution digital photos online. We have thousands. (see our links page)

ZOHO CREATOR

This is a powerful online database application. We currently use it to manage our inventory and data from our online forms, and we are able to create multiple "views" that we can then share with our patrons as a web page, an RSS feed, a PDF or an Excel spreadsheet. Our students also use it to complete an informative closing report every evening.

Studio reservations: 2,673
Videocamera loans: 411
Digital Still Camera loans: 143
Microphone loans: 594
Digital Audio Recorder loans: 274
Media Center Instructional Courses: 26

Where's Swem Gear this summer? Kenya, Budapest, Pakistan, Spain, Mexico, Bosnia, Russia

STATISTICAL SNAPSHOT
SPRING 2010

SPECIAL SECTION: EMBEDDING THE LIBRARY

"We must teach communication comprehensively in all its forms. Today we work with the written or spoken word as the primary form of communication. But we also need to understand the importance of graphics, music, and cinema, which are just as powerful and in some ways more deeply intertwined with young people's culture. We live and work in a visually sophisticated world, so we must be sophisticated in using all the forms of communication, not just the written word." George Lucas

The "New Media Workshop," a curricular initiative among Swem Library, The Charles Center and the Reves Center concluded in the Spring 2010 semester. This series of courses co-taught by Swem Media Center Director Troy Davis and Professor Ann Marie Stock (Hispanic Studies & Film Studies), was the result of funding provided by the College's QEP/Mellon



initiative. The three semester long course, while using Cuba as a lens, focused on elaborating a series of themes designed to engage students in an active learning environment: *Collaboration, Cubania, Cultural Agency, Literacies, Creativity, and Imagination.*

The workshop generated an impressive corpus of creative

media projects: Video and web profiles of contemporary Cuban Artists; 3 DVD volumes of early Cuban documentaries subtitled in English for the first time; Subtitled versions of 2 contemporary Cuban documentaries that made their way to international festivals (thanks to having English subtitles!); Photo essays; and a music video just to name a few!

Troy was also invited to co-present with Professor Stock about how academic librarians can collaborate with teaching faculty at The Middle Atlantic Council of Latin American Studies (MACLAS) at The Johns Hopkins University. This presentation probed how academic libraries might go beyond the traditional role of *supporters* and position ourselves intellectually and professionally as *catalysts* in the academic enterprise by engaging humanities undergraduate research through new media technologies and broadening conceptions of literacies. (Challenge 1-6)

MAY SEMINARS PROGRAM COMES TO SWEM

The May Seminars program "is designed to support collaborations and seminars of 2-10 faculty for specific curriculum development or teaching improvement objectives." SMC Director Troy Davis applied for a May Seminar motivated by a desire to explore how broadening notions of literacy (extending from broadening notions of the "text") can be cultivated throughout the curriculum and to assess the feasibility of a course that starts from a richer definition of literacy, focusing on the expressive components of literacy. Two faculty members were invited to participate. The proposal was approved and here's an excerpt:

This project seeks to examine new media theories and practices. As new media literacy becomes increasingly important, particularly in the humanities, participants will explore ways the Swem Media Center and three W&M academic programs (Music, Hispanic Studies, Film Studies) can collaborate to employ and integrate new media so as to foster independent inquiry among students. And to explore the transformational role of digital media in humanities research, to suggest new interdisciplinary models of academic study which may be facilitated by contemporary technologies. (Challenge 1)

A LIFELONG COMMITMENT TO W&M (through swem)

Challenge #3 is indeed a challenge for Swem since we have no "true" graduates of Swem. We like the sentiment that students "graduate from the library." To support this challenge we've maintained a Swem Media Center alumni Facebook group for almost five years now that allows us to stay in touch with our former student employees. This group also is a way for alumni to communicate with each other (some of whom have never met). We are in the process of surveying our "graduates" and have asked them to consider the impact of their student work at Swem. Here are some of their responses.

Zach Kiefer, Film Studies & Russian Studies, 07

The MC influenced my life in multiple different ways. It gave me valuable work experience in an area that I felt passionate about. It also gave me all the resources I needed pursue my creative ambitions. As a profession, I currently do freelance video production, and the media center is what gave me the tools to succeed.

Per Hoel, Philosophy, 08

When I decided that I would try to become a documentary filmmaker, the Media Center gave me access to the tools, training, and people that I needed to get started. My experience working there also helped me to obtain my current job at Georgetown University's media center. Let me put this another way. If I am Dostoyevsky, Swem MC made me literate, and gave me my first pens.

Will Murphy, Classical Studies - Greek, 09

I just got a new job! This fall, I will be teaching Latin at Benedictine High School in Richmond, VA. Guess what sealed the deal at the interview? I have multimedia experience and can therefore help with the A/V tech in the school's new auditorium. Thanks guys!

Max Faubion, American Studies & Film Studies, 10

The wealth of resources at the Media Center has encouraged me to pursue my interest in film from a production side in addition to a more conventional, academic engagement. The Media Center has allowed me to experiment with filmmaking using equipment and software otherwise unavailable to me, all while working in an easy-going atmosphere that always promotes creativity. I have decided to travel around America and Europe for a year before going to law school at Cornell University.

Jay Westmoreland, Government & History, 08

I met my wife at the Media Center!

GLOBAL FILM FESTIVAL

2010 FILM & MUSIC

(Challenge 1,2,3,6)

This year's Global Film Festival focused on three of our favorite things: film, music, and supporting students in their efforts to make movies inside and outside the classroom. Professor Tim Barnard (American Studies / Film Studies), a small army of students, the Swem Media Center and a veritable "village" of institutional and individual collaborators helped to create the most successful Global Film Festival (GFF) to date. All films were screened at the historic Kimball Theatre.

24 SPEED

The annual 24 Speed Contest was planned in collaboration with the GFF this year. As usual, all the conditions were the same. Student filmmaking teams were given a prop, a line of dialogue, and a genre and in 24 hours had to script, shoot, edit and deliver a short film. The prop was musical and the judging looked at how the films connected to the GFF themes.

NICAD MUSIC VIDEO CONTEST

As you may recall, NiCad, an internationally acclaimed rock group based in The Hague, visited W&M last year. They gave some lectures on electronic music and two performances. We recorded these experiences, and, as part of GFF, organized a music video contest, open to all W&M alumni and students. The winner, Zach Kiefer '07 (and Media Center alumn), is now the creator of the "official" music video for NiCad's hit single *In Color*.

WORLDS OF MUSIC IN WILLIAMSBURG

Students were challenged to take the global local by crafting documentary films that examine the musical lives of Williamsburg residents.

SMC FACEBOOK FAN PAGE

To support challenges 3, and 6, Swem Media Center closed its Facebook Group and launched a Facebook Fan Page in February. Fan Pages work similarly to individual profile pages. On the first day we had 84 fans and in a matter of weeks surpassed 500. We are using our Facebook Page to engage our students, faculty and a broader community. As of now, we have 530 fans and growing! In many ways a Facebook Fan Page is easier to manage than a traditional blog for news. In the coming academic year, we will explore more features of Facebook, and seek to discover appropriate collaborative partnerships with the new Creative Services Unit on campus, and tinker with other social networking tools to determine how we can effectively support challenge #6.

Jen Garrott - Dintersmith Fellow

Just wanted to save some space to give a shout out to Jen Garrott for her work as a Dintersmith Fellow. She worked tirelessly to bring local history alive through documentary video. And thanks to Professor Sharon Zuber on this as well!

WHAT'S NEXT?

A Post-Doc in Swem | Kevin stays up for 48 hours | Supporting Independent Studies & Honors Scholars | Ode to a Pineapple (Redux) | Homecoming goes Media | W&M/Swem in Washington | Profiles go Citizen Kane | Collaborations Galore | Music, Film, and more...

To read more from this issue, visit our links page at:
<http://tinyurl.com/mc-newsletter2010>